Special policy packages for FPI

3243. SHRI SYED AZEEZ PASHA: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether any special policy packages are given by Government to give a boost to the food processing industry in the country, State-wise; and

(b) the steps taken by Government to improve the prospects of food processing industry in rural areas of the country?

THE MINISTER OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAY): (a) The Government has been announcing from time-to-time a number of incentives for the development of the food processing industry in the country. Prominent among these include — inclusion of food processing industries in the list of priority sector for bank lending, automatic approval for foreign equity up to 100% for most processed food items excepting alcohol and beer and those reserved for the small scale sector subject to certain conditions, zero excise duty on processed fruits and vegetables, income tax holiday and other concessions for certain food processing industries sectors, etc. No state specific policy packages have been announced so far.

(b) The Ministry of Food Processing Industries has been implementing various plan schemes for promotion and development of food processing sector in the country, including rural areas. These are — (i) Scheme for Infrastructure Development with major components *i.e.* Mega Food Park, Cold Chain, Modernization of Abattoirs and Value Added Centres, (ii) Scheme for Technology Upgradation/Establishment/Modernization of Food processing Industries, (iii) Scheme for Quality Assurance, Codex, Standards and R&D, (iv) Scheme for Human Resource Development, (v) Scheme for Strengthening of Institutions and (vi) Scheme for Upgradation of Quality of Street Food.

Regulation of contents of advertisements

3244. SHRI KUMAR DEEPAK DAS: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government would consider to regulate the contents of advertisements; and

(b) the details of mechanism to monitor the contents of electronic and print media?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) So far as Electronic Media (Pvt. TV) is concerned all programmes and advertisements telecast on TV channels, transmitted/ retransmitted through the Cable TV network, are required to adhere to the Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. Action is taken as per rules whenever violation of Codes are brought to the notice of the Government. This Ministry has constituted an Inter Ministerial Committee (IMC) to look into the specific complaints or *suo motu* take cognizance against the violation of Programme and Advertising codes and action is taken as per rules if violation is established.